K-Love serves me in my community by providing positive, encouraging, and family friendly music. I never have to worry about hearing any cursing or explicit music when I tune in to K-love. If K-love were to be displaced by an LPFM broadcaster in the Phoenix area, our community would no longer be able to rely on good, family-centered programming. It is difficult to find stations that are suitable for young ears and enjoyable for adults and kids alike. K-love's programming helps the whole community by providing their encouraging, family friendly music.